

VON MAUR

December 7, 2010

Mr. Rick Czopp
Town Administrator
Town of Brookfield
645 North Janacek Road
Brookfield, WI 53045

Dear Mr. Czopp:

Thank you for meeting with us last week to discuss Von Maur's proposed department store for the Town of Brookfield. This will be our first one in Wisconsin and we will own the 150,000 square foot store unlike many anchor chains that lease their stores.

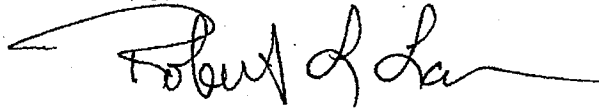
The anticipated cost of construction will be \$25-30 million.

Our Brookfield store will have approximately 110 full time and 40 part time employees with an above market salary. Von Maur employees receive benefits including healthcare, dental discounts, and 401(k) contributions.

We look forward to anchoring the exciting redevelopment of the former Menard's and West Point Theatre sites and bringing one of our family-owned Von Maur stores to the Town of Brookfield.

Very truly yours,

VON MAUR



Robert L. Larsen
Chief Financial Officer

cc: Ms. Katie Falvey

RLL/va

Testimony of State Senator Rich Zipperer
Senate Bill 21: TIF Legislation for the Town of Brookfield
February 24, 2011

Chairman Hopper, members of the committee, I am before you today to testify on behalf of Senate Bill 21. The bill allows a TIF district to be created within the Town of Brookfield.

SB 21 allows the town to take advantage of a once in a generation opportunity by making public works and utilities improvements along the Interstate 94/ Bluemound Road corridor; paving the way for a \$100 million retail construction project.

According to the Town of Brookfield, the project will create roughly 700 construction-related jobs and 400 permanent jobs after construction. Of those, roughly 110 full-time and 40 part-time positions will be located in a new 150,000 square foot Von Maur department store. Von Maur, a company not currently operating within the State of Wisconsin grants its employees several benefits including healthcare coverage, dental discounts and participation in a 401k program.

Since the first of the year we have told our constituents and folks in neighboring states and around the country that Wisconsin is "open for business". We have passed several bills and laid the groundwork to back-up that claim. Passage of SB 21 will create jobs as quickly as any bill passed in the legislature this year. We have an opportunity today to support legislation that we can point to and directly attribute this vote to a promise kept on job creation.

I ask that you vote in favor of SB 21. Thank you.

STATE OF WISCONSIN:

TOWN OF BROOKFIELD:

WAUKESHA COUNTY

**RESOLUTION REQUESTING AND SUPPORTING AMENDMENT OF TAX
INCREMENTAL FINANCING DISTRICT STATUTES**

WHEREAS, the Town Board of the Town of Brookfield desires to approve a development proposal involving redevelopment of business and commercial lands located within the Bluemound Road corridor; and

WHEREAS, the proposed redevelopment is contingent upon the Town of Brookfield entering into public works contracts for the relocation of sanitary sewer and water mains, the relocation and construction of public roads, the construction of an elevated water storage tank and appurtenances, the construction of an underground parking facility, as well as other costs associated with the relocation of various public utilities; and

WHEREAS, the public works projects, public improvements and public expenditures which will be required of the Town of Brookfield in order to assist and promote the proposed redevelopment are the types of expenditures and costs that were contemplated by the legislature when enacting the Tax Incremental Financing (TIF) law set forth in Wis. Stat. § 66.105; and

WHEREAS, the Town of Brookfield is a fully developed urban town, but lacks the authority to create a Tax Incremental Financing (TIF) District as authorized by Wis. Stat. § 66.1105 *et. seq.*; and

WHEREAS, by amending Wis. Stat. § 60.85 for the purpose of granting to the Town of Brookfield the authority to establish a Tax Incremental Financing (TIF) District. The legislature of the State of Wisconsin will be promoting the development of business in Waukesha County and the State of Wisconsin, the result of which will be:

- the creation of at least 770 construction related jobs;
- the creation of at least 400 permanent employment positions following completion of construction, which employment will produce annual salaries and compensation exceeding \$9,000,000, exclusive of benefits, to be paid to those employees; and
- increasing the tax base of the Town of Brookfield by at least one hundred and fifteen million (\$115,000,000) dollars as a result of buildings and improvements to be constructed as a result of the proposed redevelopment;

NOW THEREFORE, BE IT RESOLVED, that the Town Board of the Town of Brookfield by the adoption of this resolution, requests the state legislature to enact and adopt appropriate amendments to Wis. Stat. § 60.85 so as to authorize and permit the Town of Brookfield to create a Tax Incremental Financing (TIF) District within that portion of Town of Brookfield depicted more particularly on the map appended to this resolution.

BE IT FURTHER RESOLVED, that the Town Board petitions the legislature of the State of Wisconsin to enact the necessary amendments to Wis. Stat. § 60.85 statute on or before March 15, 2011 so that the Town of Brookfield can establish a Tax Incremental Financing (TIF) District and begin the initial phase of public works contracts and private construction not later than May, 2011.

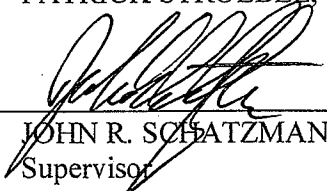
PASSED AND APPROVED this 16th day of February, 2011

**TOWN BOARD, TOWN OF BROOKFIELD,
WAUKESHA COUNTY, WISCONSIN**

BY: 
KEITH HENDERSON, Chairman

BY: 
PATRICK STROEBEL, Supervisor

BY: 
DAN SHEA, Supervisor

BY: 
JOHN R. SCHATZMAN, SR.
Supervisor

BY: 
MICHAEL MAXWELL, Supervisor

ATTEST: 
JANE F. CARLSON, Clerk

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**Town of Brookfield
645 N. Janacek Road
Brookfield, WI 53045**

**Telephone: 262-796-3788
FAX: 262-796-0339**



February 3, 2011

State Senator Rich Zipperer
33rd District
PO Box 78882
Madison, Wisconsin 53707-7882

Dear Senator Zipperer,

On behalf of the Town Board, I am asking your assistance in getting a special bill for a TIF district at the intersections of I-94, Highway 18 and Barker Road for infrastructure /parking improvements for a multi-use commercial/office development.

The Town Board, Town Planning Commission, and Waukesha County Board of Supervisors have approved the land-use plan for this area that supports this type of commercial/office multi-use development. The Town Board unanimously supports redevelopment of this area and would be grateful to you for your assistance in granting the town the ability to make the infrastructure improvements needed for the redevelopment to go forward.

Sincerely,

Keith Henderson
Town Chairman

Cc: Governor Walker
Representative Farrow
Town Board